



- Provide store with prominent indoor / outdoor PDI to call attention to the promotional specials being offered in the store.
- Provide promotional assistance to these stores equal to the assistance provided to the Cigarette Outlet calls in the area.
- Increase the frequency of RJR visits to the store to a minimum of twice/month and provide regular feedback to the stores on their cigarette volume performance.

The results thus far have been outstanding. Not only has total store volume increased significantly, but RJR share of market has mushroomed. This concept has had the desired effect on the local Cigarette Outlets as well as their volume growth has subsided and in some cases, gone down since the advent of these stores.

( Examples )


<u>Account</u>	<u>Previous Volume</u>	<u>Volume since Change</u>	<u>RJR Volume</u>	<u>RJR S.O.M.</u>
#318426 - Louise's Market	225	348	210	60.3%
#230470 - Fast Check	210	348	193	55.5%
#318458 - Convenient Foods	320	539	302	56.0%
#676439 - One Stop Shell	110	185	115	62.1%

There has been much interest generated by this concept because of its success. Other store operators in the Somerset area and in other towns throughout the Division have contacted our Sales Reps inquiring about this program. We are in the process of obtaining photographs of the store sets and will forward them when they are received.

I feel that Doug Nelson has done an outstanding job of seizing an opportunity and turning it into a winning program. This will definitely have a positive impact on our volume and share; I would like to recommend that Doug receive a local award in the amount of \$300 for his efforts.

Should you have any questions or need any additional information, please let me know

Sincerely,



L. K. Brubaker

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